

Press Release



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BNY Mellon Asset Servicing Selected to Provide Services For ETF Securities Physical Swiss Gold Shares

New ETF Aimed at Providing Investors with Low-Cost Exposure to Gold

New York, September 16, 2009 – BNY Mellon Asset Servicing, the global leader in securities servicing, announced today that it has been selected by ETF Securities to provide comprehensive exchange-traded funds (ETF) services for the ETF Securities (ETFS) Physical Swiss Gold Shares (NYSE ARCA: SGOL), which has been designed to reflect the price of gold bullion. The services include trustee services, fund accounting, fund administration, ETF services and transfer agency.

“We are pleased to expand our relationship with ETF Securities, which currently utilizes our asset servicing capabilities for derivatives-based funds that are distributed in Europe,” said Joseph Keenan, managing director and head of relationship management for BNY Mellon Asset Servicing. “The new gold-backed fund demonstrates the increasing diversification that investors can achieve through ETFs.”

“BNY Mellon has an excellent reputation for providing customized services for commodity-based exchange-traded products,” said Fred Jheon, head of product and business development for ETFS Marketing LLC. “Based on our existing relationship in Europe, we are confident that BNY Mellon will be an excellent partner in the U.S. on our new physically-backed precious metal products. Our new offering, SGOL, has been constructed to provide investors with a low-cost and convenient way to gain exposure to physical gold held in fortified vaults in Switzerland, and we are confident that BNY Mellon has the capabilities to support this type of product.”

ETF Securities Ltd is a provider of exchange traded commodities (ETCs) and exchange traded funds (ETFs). ETF Securities is independently owned and is the European market leader in ETCs. The management of ETF Securities pioneered the development ETCs, with the world's first listing of an ETC, Gold Bullion Securities in Australia and London in 2003 and then the world's first entire ETC platform which was listed on the London Stock Exchange in September 2006. ETF Securities has most recently launched the largest platform of thematic sector ETFs in Europe providing exposure to European firsts such as coal, steel, shipping and nuclear power.

BNY Mellon Asset Servicing offers clients worldwide a broad spectrum of specialized asset servicing capabilities, including custody and fund services, securities lending, performance and analytics, and execution services.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation. BNY Mellon is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high-net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client-focused team. It has \$20.7 trillion in assets under custody and administration, \$926 billion in assets under management, services \$11.8 trillion in outstanding debt, and processes global payments averaging \$1.8 trillion per day. Additional information is available at bnymellon.com.

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